

June 8, 1995

RE: CORPORATE SPONSORSHIP PROGRAM - GUIDELINES

RECOMMENDATION:

THAT the Board approve the Corporate Sponsorship Guidelines outlined in this report.

BACKGROUND

After several months of consultation with Community Associations and the public the Board on April 10, 1995 received a report that recommended approval of general guidelines for corporate sponsorship.

The Board received the report for information and referred it to the first meeting of the Board after the Community Association Presidents Meeting of May 31, 1995 and invited the Community Associations to respond to the recommended guidelines in writing.

Since the Board Meeting of April 10, 1995, no correspondence on corporate sponsorship has been received from the community centres. The Corporate Sponsorship Guidelines were discussed at the Community Association Presidents Meeting held at Renfrew Community Centre on May 31, 1995. As well as the report's recommended guidelines, the Presidents had received suggested amendments and additions from Commissioners Chesman and Morgan. The President of Kerrisdale Community Centre requested that a definition of sponsorships as opposed to donations be included in the guidelines. It was also suggested that a guideline be drawn up that ensured that minor league sports teams could continue to be sponsored by local businesses/merchants.

DISCUSSION

After a review of suggested amendments and additions, the following is a revised set of guidelines that staff believe encompass some of the above concerns:

1. Definition of Corporate Sponsorship

- 1) Corporate Sponsorship gives ongoing recognition through public awareness for a defined period of time.
- 2) The chosen company is the exclusive provider of goods and/or services to Park Board facilities/activities as defined in an agreement.
- 3) The company has exclusive marketing rights to promote their involvement with the Board's facilities/activities as approved by the Board.

2. Board Goals, Objectives and Policies

Corporate involvement must not be in conflict with the goals, objectives, policies and by-laws of the Board and there will be no loss of Park Board jurisdiction or authority through Corporate Sponsorship.

3. All agreements require Board approval

All corporate sponsorship and advertising agreements must be approved by the Board on an individual basis and these approvals be made at a public Board meeting.

4. Opportunities must be offered equitably

The consultant must offer sponsorship opportunities to as many potential sponsors in any particular product or service category as possible, in order to be equitable.

## Volunteer Associations

- 1) The Board will consult with community centre associations and other partners on aspects of sponsorship programs that might have an impact on their operations.
- 2) The Board agrees to consider a sponsorship request from an association if it in no way jeopardizes the Board's program.
- 3) There will be no aspect of a corporate sponsorship program affecting a community centre without the express approval of the relevant community centre association board. Such approval should be discussed within 30 days of notification by Park Board staff.
- 4) Corporate gifts and donations to community centres are outside of and unaffected by the corporate sponsorship program.

## 5. Signage

- 1) In terms of corporate sponsorship there will be no freestanding billboards or illuminated signs in parks other than readographs at community centres and the latter only with the express approval of the relevant community centre association.
- 2) Any other signage that might form part of a corporate sponsorship agreement will require the Board's approval.

## 6. Environmental Responsibilities

Our corporate sponsors will meet as a minimum all environmental regulations related to their form of business and will be encouraged, as a matter of contract, to implement environmentally conscious practices.

## 7. Press Release

No media materials discussing Board decisions will carry commercial corporate recognition of any sort.

## 8. Sponsored Materials

All sponsored products, materials and services require Board approval, and must meet Board specifications and standards used in the purchase of similar materials.

## 9. Employee Participation

No employee shall be required to wear personal clothing with corporate logos or advertising. 10. No Alcohol or Tobacco Sponsors

No agreements are to involve sponsors whose business is substantially derived from the sale of alcohol or tobacco products.

## 11. Minor League Sports Teams

Neighbourhood sports teams (soccer, softball etc.) are permitted to be sponsored by local businesses, merchants and these agreements will not form part of any Board sponsorship program.

Corporate recognition on Park Board property, other than uniforms, must be approved by the Board.

## 12. Evaluation

There must be an annual accounting of the financial benefits and costs of corporate sponsorship.

#### JUSTIFICATION

The revised guidelines are a result of feedback from the Community Associations and Board members following the April 10, 1995 Board meeting. They will be made available to all potential Board sponsors so that they are aware of Board policy on corporate sponsorship before any proposals are submitted.

Prepared by: Administrative and Revenue Services Division  
Board of Parks and Recreation  
Vancouver, B.C.

PJ/jab